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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

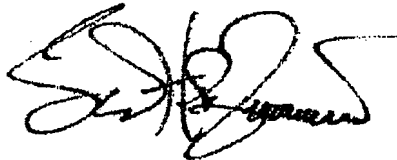
TITLE: "Advertising and Content Management Systems and Methods"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman

Name of Person Transmitting This Paper



October 12, 2007

Date of Transmission

37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT
WITH REQUEST FOR CONTINUED EXAMINATION

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Commissioner:

The Assignee respectfully requests continued examination and entry of the following amendment and remarks in response to the final office action mailed July 17, 2007. The Assignee respectfully submits that the amendment and remarks contained herein distinguish the pending claims from the cited documents.